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 Industry Concepts Holdings, Inc. et al.

UNITED STATES DISTRICT COURT  
 CENTRAL DISTRICT OF CALIFORNIA

INDUSTRY CONCEPT HOLDINGS, INC., a Colorado  
 corporation and PRIMP, INC., a Colorado corporation

Plaintiff(s),

ALAN ELGORT, an individual, GREG LORBER, an  
 individual, LARRY MONTOYA, an individual, ANDREA  
 PAYNE, an individual, FANNY GARCIA, an individual,  
 (continued on attached caption sheet)

Defendant(s).

CASE NUMBER

CV 11-4444 CAS (JEMx)

NOTICE OF DISMISSAL PURSUANT  
 TO FEDERAL RULES OF CIVIL  
 PROCEDURE 41(a) or (c)

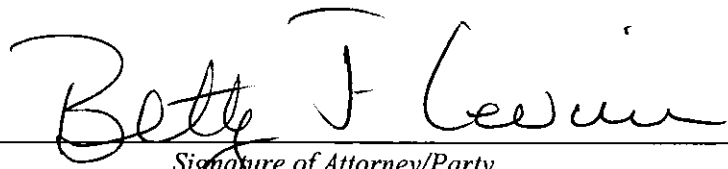
PLEASE TAKE NOTICE: (*Check one*)

- ☐ This action is dismissed by the Plaintiff(s) in its entirety.
- ☐ The Counterclaim brought by Claimant(s) \_\_\_\_\_ is  
 dismissed by Claimant(s) in its entirety.
- ☐ The Cross-Claim brought by Claimants(s) \_\_\_\_\_ is  
 dismissed by the Claimant(s) in its entirety.
- ☐ The Third-party Claim brought by Claimant(s) \_\_\_\_\_ is  
 dismissed by the Claimant(s) in its entirety.
- ☒ **ONLY** Defendant(s) MARQUETTE COMMERCIAL FINANCE, a Texas corporation and VL  
RAYMER, an individual  
 is/are dismissed from (*check one*) ☒ Complaint, ☐ Counterclaim, ☐ Cross-claim, ☐ Third-Party Claim  
 brought by Plaintiffs, without prejudice

The dismissal is made pursuant to F.R.Civ.P. 41(a) or (c).

August 8, 2011

Date

  
 Signature of Attorney/Party

**NOTE: F.R.Civ.P. 41(a):** This notice may be filed at any time before service by the adverse party of an answer or of a motion for summary judgment, whichever first occurs.

**F.R.Civ.P. 41(c):** Counterclaims, cross-claims & third-party claims may be dismissed before service of a responsive pleading or prior to the beginning of trial.

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12 UNITED STATES DISTRICT COURT  
13 CENTRAL DISTRICT OF CALIFORNIA

14 INDUSTRY CONCEPT HOLDINGS,  
15 INC., a Colorado corporation and PRIMP,  
16 INC., a Colorado corporation,

17 Plaintiffs,

18 vs.

19 ALAN ELBORT, AN INDIVIDUAL,  
20 GREG LORBER, an individual, LARRY  
21 MONTOYA, an individual, ANDREA  
22 PAYNE, an individual, PACIFIC  
23 APPAREL, LLC, a Nevada corporation,  
24 JULIE SANZE, an individual,  
25 HAUTELOOK, a California corporation,  
26 MARQUETTE COMMERCIAL  
27 FINANCE, a Texas corporation, VL  
28 RAYMER, an individual, and JOHN DOES  
1 through 10,

Defendants,

AND RELATED COUNTERCLAIMS

Case No: CV11-4444 CAS (JEMx)  
Honorable Christina A. Snyder

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Primp, Inc., a Colorado  
9 corporation

10 **UNITED STATES DISTRICT COURT**  
11 **CENTRAL DISTRICT OF CALIFORNIA**  
12 **WESTERN DIVISION**

13 INDUSTRY CONCEPT HOLDINGS,  
14 INC., a Colorado corporation and  
PRIMP, INC., a Colorado corporation,

15 Plaintiff,

16 vs.

17 ALAN ELGORT, an individual, GREG  
18 LORBER, an individual, LARRY  
MONTOYA, AN INDIVIDUAL,  
19 FANNY GARCIA, an individual,  
PACIFIC APPAREL, LLC, a Nevada  
20 corporation, JULIE SAENZ, an  
individual, HAUTELOOK, a California  
21 corporation, MARQUETTE  
COMMERCIAL FINANCE, a Texas  
22 corporation, VL RAYMER, an  
individual, and JOHN DOES 1 through  
23 10,

24 Defendants.  
25  
26

Case No.: CV11 04444 CAS (JEMx)

**CERTIFICATE OF SERVICE**

**Assigned for all purposes to the Hon.  
Christina A. Snyder**

**Courtroom 5**

27 **AND RELATED COUNTERCLAIMS**  
28

CERTIFICATE OF SERVICE

(United States District Court, Central District of California)

I AM EMPLOYED IN THE County of Orange, State of California. I declare that I am employed in the offices of a member of this Court at whose direction this service was made. I am over the age of 18 and am not a party to the above-referenced action. My business address is 15615 Alton Parkway, Suite 175, Irvine, CA 92618.

On August 8, 2011, I have served the following documents described as:

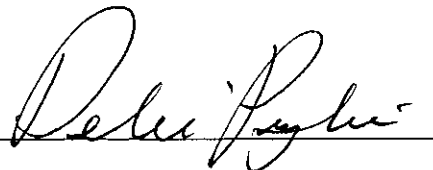
**NOTICE OF DISMISSAL PURSUANT TO FEDERAL RULES OF  
CIVIL PROCEDURE 41(a) or (c)**

On the following person(s) in the manner indicated below:

☒ By Electronic Service – I caused the document to be served on the Filing User by the court via the Court’s Notice of Electronic Filing (“NEF”);

☒ By Facsimile Transmission – On this date, at the time indicated on the transmittal sheet, I transmittal from a facsimile machine with the telephone number (949) 450-1588, the document described above to the person and at the facsimile telephone number set forth in the attached service List. The above-described transmission was reported as completed and without error.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that this Certificate is executed on August 8, 2011, at Irvine, California.

  
Debi Pugliese, Declarant

INDUSTRY CONCEPT HOLDINGS V. ELGORT, ET AL.

2:11-CV-04444-CAS-(JEMx)

Service List

Judge's Copy – Via Facsimile

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